

2005 Phoenix Central Region Domestic Overnight Leisure Visitors

With nearly 4 million residents, the Phoenix Central region is one of the country's largest metropolitan areas, encompassing more 2,000 square miles. The region is home to the state's capital city of Phoenix, surrounded by such cities as Chandler, Glendale, Mesa, Paradise Valley, Scottsdale, and Tempe.

The city of Phoenix owes its name to an early civic leader who, looking out on prehistoric Indian ruins, observed that one day, like the bird of mythology, a new civilization would rise from the ashes of earlier ones. There is something to suit everyone's taste in the Phoenix Central region.



Regional Statistics	
Percent Share Overnight Domestic Leisure Visitation	44.5%
Average Age	50 years
Average Household Income	\$74,700
Average Party Size	2.0
Average Length of Stay	4.6 nights
Average One-Way Distance Traveled	908 miles
Average Spending Per Person Per Day	\$113.80

National Parks

Casa Grande NM

State Parks

Lost Dutchman SP, Boyce Thompson SP, McFarland SHP

Tribal Lands

Ak-Chin Indian Community, Fort McDowell Yavapai Nation, Gila River Indian Community, Salt River Pima-Maricopa Indian Community

Source: D.K. Shifflet and Associates, Ltd., 2006

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Demographics:

Age of Respondent	
Average Age	50 years
18-34 years	20%
35-54 years	41%
55+ years	39%

Education	
No College education	26%
Some College	28%
College Degree	27%
Post College Degree	18%

Lifestage of Respondent	
Age 18-34, Free	9%
Age 18-34, Family	12%
Age 35-54, Free	27%
Age 35-54, Lo Family	5%
Age 35-54, Hi Family	9%
Age 55+, Lo Free	8%
Age 55+, Hi Free	28%
No Lifestage	2%

Household Income	
Average HH Income	\$74,700
Under \$25,000	11%
\$25,000-\$49,999	18%
\$50,000-\$74,999	25%
\$75,000-\$99,000	21%
\$100,000-\$124,999	13%
\$125,000+	12%

Occupation	
Employed (NET)	70%
Managerial, Professional	32%
Technical, Sales, Admin. Support	21%
Services	5%
Other	12%
Retired	18%
Other/Not privately employed	12%

Top Origin Markets	
Los Angeles, CA	12.4%
Phoenix, AZ	10.6%
San Diego, CA	7.2%
San Francisco-Oakland-San Jose, CA	5.2%
Chicago, IL	4.4%
Tucson (Sierra Vista), AZ	4.3%
Minneapolis-St. Paul, MN	4.0%
Seattle-Tacoma, WA	2.8%
Las Vegas, NV	2.6%
New York, NY	2.6%

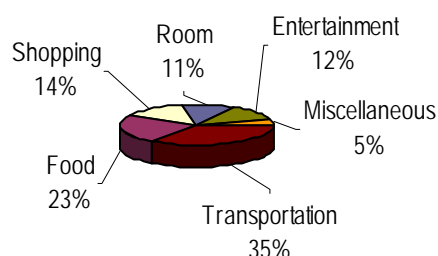
Source: D.K. Shifflet and Associates, Ltd., 2006

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Trip Behavior:

- 51% of visitors come to the Phoenix Central region to visit friends/relatives.
- The Phoenix Central region has the largest percentage of one adult travel parties at 37% compared to the other Arizona regions.
- The majority of trip expenditures are spent in the category of transportation at 35%.

**% of Total Trip Expenditures
(Per Person per Day)**



Quarter Trip Started	
First Quarter	27%
Second Quarter	25%
Third Quarter	21%
Fourth Quarter	27%

Leisure Purpose of Stay	
Vacation (NET)	24%
Getaway Weekend	8%
General Vacation	15%
Non-Vacation (NET)	76%
Visit Friend/Relative	51%
Special Event	13%
Other Personal	12%

Traveling Party	
One Adult	37%
Couples (M/F)	36%
Two Males or Two Females	6%
Three or more Adults	5%
Families	16%

Primary Activities	
General (Dining, Entertainment, Shopping)	54%
Sightseeing (NET)	29%
Attractions (NET)	26%
Culture (NET)	20%
Nature (NET)	15%
Outdoor Sports (NET)	14%

Source: D.K. Shifflet and Associates, Ltd., 2006

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Trip Behavior (Cont):

- 45% of visitors to the Phoenix Central region use air travel as their main mode of transportation, which accounts for the largest percentage of air travel when compared to other Arizona regions.
- Accommodations is split almost evenly between paid accommodation and non-paid accommodations with apartment/condo/home ranking at the top of the list at 46% followed by paid hotel/motel at 40%.
- In further evaluation of the category of apartment/condo/home, it is tied with the North Central region for having the highest percentage of visitors staying in an apartment/condo/home category when compared to other Arizona regions.

Main Mode of Transportation	
Air Travel	45%
Auto Travel (NET)	50%
Car	41%
Van/Small Truck	9%
Other Transportation (NET)	5%
RV/Camper	2%
Large truck	1%
Bus	1%
Train	1%

Accommodations	
Paid Accommodations	45%
<u>Paid Hotel/Motel</u>	40%
High-End	13%
Mid-Level	11%
Economy	15%
Other Hotel/Motel	1%
<u>Paid Non-Hotel/Motel</u>	4%
Apartment/Condo/Home	1%
Timeshare	1%
RV/Camping	1%
Other Paid Non-Hotel/Motel	1%
Non-Paid Accommodations	54%
Apartment/Condo/Home	46%
Other Non-Paid	6%
Unspecified Non-Paid	2%
Other Overnight	2%

Accommodation Reservation Type	
No Reservation	33%
Computer On-line	24%
800 phone number	13%
Direct to Location	16%
Travel Agent	3%
Corporate Travel Dept.	0%
Other Reservation	10%

Source: D.K. Shifflet and Associates, Ltd., 2006